

Trade Notes...

FAS public affairs specialist
Don Washington is at (202) 720-3229;
E-mail: washington@fas.usda.gov

Trans-World Genetics Receives USDA Export Award

Trans-World Genetics Ltd., of Sheboygan Falls, Wisc., is the first recipient of the Edward R. Madigan U.S. Agricultural Export Excellence Award.

Trans-World Genetics received the award because of the outstanding caliber of its entrepreneurial efforts to create new foreign markets and increase exports of U.S. agricultural products.

Founded in 1974, Trans-World Genetics Ltd. is a leader in the production, distribution and international marketing of frozen bull semen, frozen bovine embryos and live breeding stock and in the design of multinational progeny testing programs. The company has a presence in more than 20 countries.

Created by the Federal Agriculture Improvement and Reform Act of 1996, the Madigan Award recognizes entrepreneurial efforts to advance U.S. food and agricultural exports. It is named in honor of Edward R. Madigan, former congressman from Illinois and U.S. Secretary of Agriculture during 1991-1993.

WTO Decision Opens Market in Korea for U.S. Beef Exports

A World Trade Organization (WTO) Appellate Body report has opened the doors to Korea's market for U.S. beef exports. The report affirmed the findings of a WTO panel that concluded last July that Korea's import regime for beef discriminates against imports from the United States and other foreign suppliers. The Appellate Body also found that Korea did not compute its domestic support for beef according to provisions of the WTO Agreement on Agriculture.

Korea is already the third most important export market for U.S. cattle ranchers. Elimination of Korea's WTO-inconsistent marketing restrictions will enable U.S. exporters to help satisfy the country's increasing demand for imported beef.

Chilean Market Opens to U.S. Avocados

Chile will now allow imports of California avocados, a potential \$2-million boost to the industry.

Chile agreed to accept California avocados if accompanied by USDA's Animal and Plant Health Inspection Service (APHIS) phytosanitary certificates that indicate that the fruit does not come from areas of California with exotic fruit flies. APHIS also must verify that the shipment is free of pests.

Kosherfest 2000 Largest Ever

Last November, at the Meadowlands Exposition Center in Secaucus, New Jersey, FAS staff met with U.S. food companies exploring export options and foreign buyers looking for American kosher food products.

Kosherfest 2000 had the largest turnout on record with 12,000 visitors, 450 booths, and 300 company exhibitors—an increase of about 50 exhibitors from 1999. Copies of an FAS kosher export market report were distributed, the FAS web site was demonstrated, foreign buyers were directed to overseas offices and FAS presented findings about international kosher markets at an export seminar. A number of export-ready companies expressed interest in exhibiting product at the upcoming 2001 Eurokosher Trade Show, May 15-16, 2001, in Paris.

U.S. Cheese Exports to Mexico Take Off

There has been a dramatic recovery in U.S. cheese exports to Mexico. In fiscal year 2000, exports totaled \$21 million, a 46-percent increase over the previous year. These numbers come close to the pre-peso crisis level of \$24 million in fiscal year 1994. U.S. cheese prices have been very competitive and as of Jan. 1, 2000, tariffs on U.S. cheeses have been reduced under NAFTA by 2-4 percent. The U.S. Dairy Export Council (USDEC) marketing programs have also made inroads into the retail sector with a "Cheese Road Show"—a series of in-store promotions allowing consumers to sample U.S. cheeses. Food service promotions at VIPS, TGI Fridays, Chili's and other restaurants have helped introduce menu items using new U.S. cheese varieties to the market.